

IN THE SPECIFICATION

Please change Table 1 to read as shown below

Table 1

Social Environment Domains	Members (lowest level to highest for hierarchies)
Political (1100)	voter (1101), precinct (1102), caucus (1103), city (1104), county (1105), state/province (1106), regional (1107), national (1108), multi-national (1109), global (1110)
Habitat (1200)	household (1202), neighborhood (1203), community (1204), city (1205), region (1206)
Intangibles Group (1300)	brand (1301), expectations (1302), ideas (1303), ideology (1304), knowledge (1305), law (1306), moneyintangible assets (1307), right (1308), relationship (1309), service (1310)
Interpersonal (1400)	individual (1401), nuclear family (1402), extended family (1403), clan (1404), ethnic group (1405)
Market (1500)	multi entity organization (1502), industry (1503), market (1504), economy (1505)
Organization (1600)	team (1602), group (1603), department (1604), division (1605), company (1606), organization (1607)

Please change Table 3 to read as shown below:

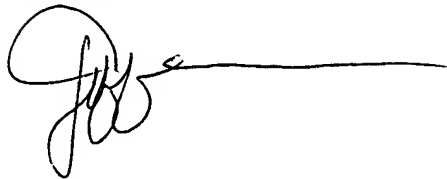
Table 3

Physical Environment Domains	Members (lowest level to highest for hierarchies)
Chemistry Group (3100)	molecules (3101), compounds (3102), chemicals (3103), catalysts (3103)
Geology (3200)	minerals (3202), sediment (3203), rock (3204), landform (3205), plate (3206), continent (3207), planet (3208)
Physics (3300)	quark (3301), particle zoo (3302), protons (3303), neutrons (3304), electrons (3305), atoms (3306), molecules (3307)
Space (3400)	dark matter (3402), asteroids (3403), comets (3404), planets (3405), stars (3406), solar system (3407), galaxy (3408), universe (3409)
Tangible Goods (3500)	<u>money (3501)</u> , compounds (3502), minerals (3503), components (3504), subassemblies (3505), assemblies (3506), subsystems (3507), goods (3508), systems (3509)
Water Group (3600)	pond (3602), lake (3603), bay (3604), sea (3605), ocean (3606), creek (3607), stream (3608), river (3609), current (3610)
Weather Group (3700)	atmosphere (3701), clouds (3702), lightning (3703), precipitation (3704), storm (3705), wind (3706)

Summary/Conclusion

The Applicant respectfully requests consideration of the instant application as amended herewith.

Respectfully submitted,

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by 'S' and 'E', with a long horizontal line extending to the right.

Jeff S. Eder, Reg. No. 52,849

Dated: 3/2/2005